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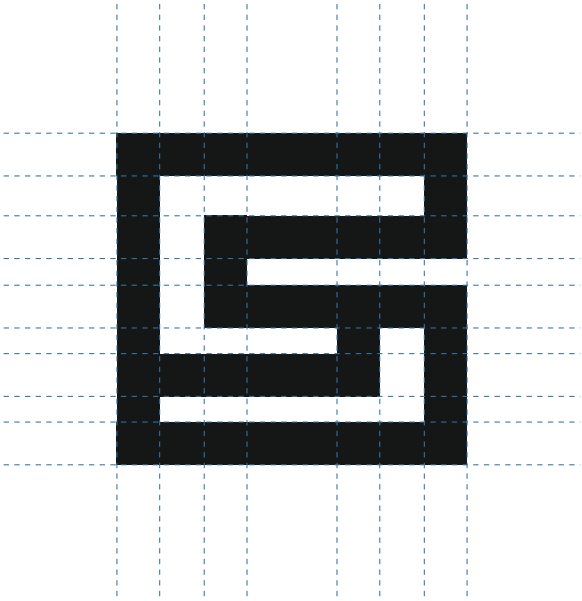
BRAND IDENTITY AND LOGO DESIGN DEVELOPMENT FOR

GigShare

ROUTE 1

OPT 1 : LETTERMARK LOGO

This logo represents the Brand's **Initials G + S** and Line transmits **Connectivity**
Square shape represents **Stability** and **solidity**






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ROUTE 2

OPT 2 : MINIMALIST SYMBOL

This logo represents **Letter G** and Main Element **upwards arrow** transmits **Sharing** & **Connectivity**



G + =


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ROUTE 3

OPT 3 : MINIMALIST SYMBOL

This logo represents **Letter G** and Main Element **upwards arrow** transmits **Sharing** & **Growth**






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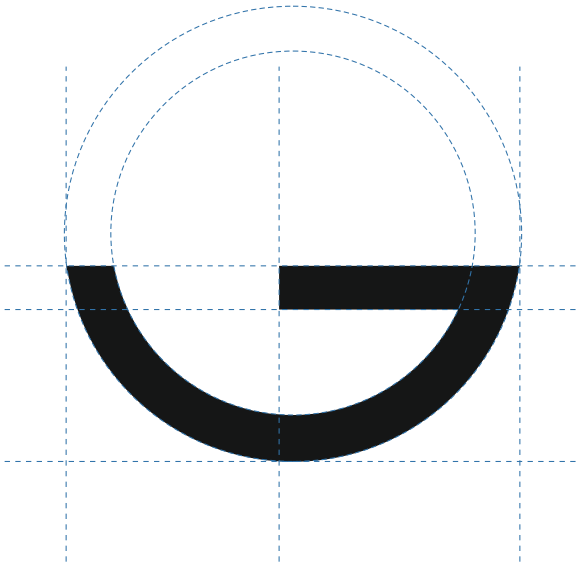


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ROUTE 4

OPT 4 : MINIMALIST SYMBOL

This logo represents **Trust & Care**
Main element **Letter G** as **Smiling Face** transmits **Happiness**






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